

*My friends,*

*I am extremely excited to share the following announcement from Mrs. Patricia Mikelson, Vice-President, Highlights for Children and Archivist for Highlights for Children and Zaner – Bloser.*

*Michael Sull, Master Penman*

Dear Lover of Fine Penmanship:

This letter offers you a one-time remarkable opportunity to own a very special piece of Penmanship history. But first some background...

Throughout its 122 year history, Zaner-Bloser, the foremost handwriting company since its inception, has played a key role in the development of handwriting and pen art in America. In 1972 Zaner-Bloser became a subsidiary of Highlights for Children. At that time the Zaner-Bloser historical archives were moved to a Highlights warehouse. Over the past two years, we painstakingly opened these archives – and in doing so, unearthed a remarkable archive of original pen art, penman books and handwriting books. This collection is unparalleled in its size, completeness and originality. It stands alone as a collection of the history of United States penmanship, pen art and handwriting in the world.

In May 2010, Zaner-Bloser donated this entire historical collection to The Harry and Jeannette Weinberg Memorial Library, Special Collections, University of Scranton, Scranton, PA. Soon this entire collection will be available to all individuals interested in serious study and research of the history and the masters of pen art and penmanship. From time to time items from this collection will be exhibited at the University of Scranton and other sites.

In addition, we uncovered in our warehouse four hundred copies of each of three books published by Zaner-Bloser. These books are *The Secret Skill of Madarasz*, *C.C. Canan – Collection of Penmanship* and *Fascination Pen Flourishing*. Michael Sull's description of these books is included with this letter.

Zaner-Bloser has donated these books to Weinberg Library so that the Library can sell them to raise money for Zaner-Bloser Collection upkeep. Each set of these three books costs \$70 plus \$10 shipping and handling, for a total of \$80. The books can also be purchased individually at \$25 each plus \$5.00 each for postage and handling. These books are in pristine condition – they have not been used. All proceeds from the sale of this book sets (net of shipping); will go to support the Zaner-Bloser collection at University of Scranton.

Sincerely,

Patricia Mikelson,  
Archivist, Zaner-Bloser and Highlights for Children

Comments from Michael Sull

This is a truly remarkable, once-in-a-lifetime opportunity to obtain new copies of these three legendary penmanship books published by Zaner-Bloser. These volumes represent the remaining inventory of the books sold by ZB when the company was still promoting Ornamental Penmanship. They have been in storage for over forty years and are now being made available to us. I can't encourage you enough to consider purchasing a set for yourself. If you are not familiar with these books, here is a brief description for each of the titles:

**The Secret Skill of Madarasz**

*Originally published in 1911, 84 pages*

This is considered one of the most legendary, sought-after and desirable vintage publications of American Penmanship. Shortly before his death in 1910 (he succumbed to diabetes), Madarasz and Zaner Bloser discussed the publishing of a volume of his best penmanship. It was Madarasz' wish to have the proceeds from the sales of this book serve as a "dowry" for his wife. It is unprecedented in the quality, range and sheer beauty of its penmanship display by a man whom many of his contemporaries considered the finest ornamental penman our country ever produced. Any additional comments by me would just be redundant in its praise. Quite simply – you must own this book.

**C.C. Canan – Collection of Penmanship**

*1965 edition, 64 pages*

Of all the master penmen who became legendary for their skill, there were but a few whose work was of such stellar quality and unique individualistic nature that they truly stood alone in American Penmanship history. Students may argue about "who was best" but three names are always at the top of the list: Louis Madarasz, A.D. Taylor and C.C. Canan. Albert D. Taylor died in 1898 at thirty-five years of age, and unfortunately, no single book dedicated to his penmanship was published. Clinton C. Canan passed away from appendicitis complications in 1904. He was only 31 years old, but in his brief life he attained a degree of skill that was so consistent and precise it almost seemed humanly impossible.

To celebrate his legacy for all students of penmanship, ZB published this volume as a tribute to his memory and his skill. Unlike the bold, dramatic style of Madarasz, Canan's work was delicate with a focus on precise letterform and the integrity of capitals. He frequently adorned his penmanship with superb line-drawn illustrations or "vignettes" to complement his specimen work. Like the Madarasz book, this is a remarkable volume that you will want as a part of your library.

**Fascinating Pen Flourishing**

*1951 edition, 80 pages*

Although this book has been re-published by Dover Publications and re-titled Ornate Pictorial Calligraphy, there is nothing more special than having an original, ZB published copy for your studies. The ZB copy is in a slightly larger format as well. Focusing its instructional text on whole-arm, straight-penholder staff movement, this volume was the finest and most complete manual of its kind to be produced with over 150 specimens and illustrations of basic strokes and patterns. Fascinating Pen Flourishing is a gem for anyone's collection and of great value for study.

I hope this information will be helpful

Michael Sull  
Master Penman

**ORDER FORM**  
**MADARASZ, CANAN and FLOURISHING BOOK SET**

Please send me \_\_\_ set(s) of Madarasz, Canan and Flourishing Book set. *I further understand that the proceeds of this sale will be used to support the Zaner-Bloser Penmanship Collection at The Harry and Jeannette Weinberg Memorial Library, Special Collections, University of Scranton, Scranton, PA.*

\_\_\_\_\_ Enclosed is my check (or money order) for \$80.00 USD per set.

**Make check out to: Weinberg Library, University of Scranton**

Please write Zaner-Bloser Collection on the check.

Please send me \_\_\_ copy or copies of Madarasz, Canan and/or Flourishing Book at \$25 per book plus \$5.00 per book. Please circle the titles you wish to order. Include a note with contact information to clarify your order.

\_\_\_\_\_ Enclosed is my check (or money order) for \$\_\_\_\_\_ for books and postage.

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\_\_\_\_\_ I wish to make an additional contribution to the support the Zaner-Bloser Penmanship Collection at the University of Scranton.

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